



Housing Authority of the City of Alameda

701 Atlantic Avenue - Alameda, California 94501-2161 - Tel: (510) 747-4300 - Fax: (510) 522-7848 - TDD: (510) 522-8467

To: Honorable Chair and
Members of the Board of Commissioners

From: John A. Russo
Chief Executive Officer

Date: July 5, 2011

Re: Approve the Housing Commission's Recommendation to Name the
Proposed Affordable Housing Project at 2216 Lincoln Avenue Jack Capon
Villa

BACKGROUND

At the February 9, 2011 Housing Commission meeting, the Commission approved a process for naming a 19-unit affordable housing project for very low-income adults with developmental disabilities. The project will be located at 2216 Lincoln Avenue, and will be developed and owned by Satellite Housing and Housing Consortium of the East Bay (HCEB). The process included conducting a competition for naming the project, establishing a naming committee comprised of two Housing Commissioners and HCEB and Satellite Housing representatives to review the names, and submitting the recommended name to the Housing Commission for its approval and recommendation to the Housing Authority Board of Commissioners (BOC).

At the May 3, 2011 City Council meeting, several members of the public spoke about the naming competition for the project, their desire to see the project named in honor of Jack Capon, a long-time resident and advocate of people with developmental disabilities, and the City's Policy for naming City Property, Facilities and Streets. While the project will be owned and managed by Satellite Housing/HCEB, the Housing Authority will own the land and the Community Improvement Commission of the City of Alameda (CIC) has contributed to the project financially. Therefore, it was determined that the BOC should approve the name for the project.

DISCUSSION

Satellite Housing/HCEB sponsored the competition for the naming project (Exhibit 1). Outreach for the competition was to Satellite Housing/HCEB staff, Satellite Housing/HCEB residents, HCEB's Facebook page, members of HCEB's Housing Connections, City and Housing Authority staff, and the Housing Commission and Planning Board. A small reward (\$50 gift card) was offered to the person whose project name was selected, or to a person whose name was used to derive another name.

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Agenda Item #4-A
07-05-11

In order to get the best names, some basic information about the project was provided as follows:

- Project Description;
- Location information, including nearby cross streets, any past landmarks on the site, and site history;
- An image or two of the current design; and
- Ideas for naming. For instance, anyone who was important to the community, an advocate for individuals with developmental disabilities, or any meaningful words that would capture the essence of this project.

Housing Authority staff also provided Satellite Housing/HCEB the City's Policy for naming City Property, Facilities and Streets dated March 20, 2007, for reference and consideration.

The naming contest closed on Wednesday, April 27, 2011. Thirty-five people submitted a total of 85 name suggestions (some people submitted multiple suggestions and some suggestions were submitted by more than one person). Two-thirds of the suggested names came from City staff or the larger Alameda community. One submittal, to name the project in honor of Jack Capon, came with a petition of support signed by 150 people. Exhibit 2 is a complete list of names proposed by contest entrants.

The naming committee met to review the name suggestions and select the most appropriate name to submit to the Housing Commission for its consideration. Based on that evaluation, the following proposed name, with two possible variants, was provided to the Housing Commission at its May 18 meeting:

- Jack Capon Commons
- Jack Capon Village

Jack Capon founded the Special Olympics Program in the City of Alameda and served as its volunteer director for 25 years (1973-1999). Hundreds of developmentally disabled students and adults benefitted from Jack Capon's guidance, encouragement, and commitment to their year-round Special Olympics opportunities. Jack Capon moved to Alameda in 1968, when he was appointed Coordinator of Physical Education for the Alameda Unified School District. He was nationally and internationally known for his practical application of movement education to the classroom environment. The City of Alameda recognized Mr. Capon as Citizen of the Year in 1993. Mr. Capon passed away in 1999.

At the May 18, 2011 Housing Commission meeting, several members of the public spoke in favor of the committee's recommendation, but requested that the final recommendation be continued to the Commission's June 15, 2011 meeting in order to obtain formal endorsement from Special Olympics Alameda. Exhibit 3 is a letter from Debbie Oppenrud, Director of Special Olympics Alameda, requesting that the project be named Jack Capon Villa. Based on the additional outreach conducted by the Special

Olympics and the consensus achieved, on June 15, 2011, the Housing Commission approved a recommendation that the name Jack Capon Villa be forwarded to the BOC for its approval.

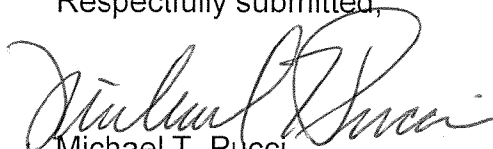
FINANCIAL IMPACT

There is no financial impact from selecting a name for the 19-unit affordable housing project at 2216 Lincoln Avenue. Satellite Housing/HCEB will be awarding a \$50.00 gift certificate from a local grocery store to the entrant who submitted the recommended name.

RECOMMENDATION


Approve the Housing Commission's recommendation to name the proposed affordable housing project at 2216 Lincoln Avenue Jack Capon Villa.

Respectfully submitted,



Michael T. Pucci
Executive Director

By:



Debbie Potter
Housing Development and Programs Manager

Exhibits:

1. Contest Flyer
2. Project Naming Suggestions
3. Letter from Special Olympics Alameda

Name our Latest Property in Development!

Satellite Housing and the Housing Consortium of the East Bay are seeking name suggestions for our latest property in development, located at 2216 Lincoln Avenue in Alameda! Submit your suggested name for a chance to win a \$50 gift certificate from your favorite grocery store!

Details

- Responses are due no later than **Wednesday, April 27th @ 5pm**
- All responses must be emailed or faxed to the following:
510-832-1743 (fax)
bsteinhauser@hceb.org
- If you are emailing, simply send your full name, phone number, email, and the suggested name(s). Subject line should be "2216 Lincoln Avenue- Project Name"
- The winner will receive a \$50.00 gift certificate from their favorite local grocery store.
- The name will be chosen by a committee made up of members of Satellite Housing, HCEB, and the City of Alameda Housing Commission.

Your Name: _____

Phone Number: _____

Email: _____

Suggested Name(s) for the New Property? _____

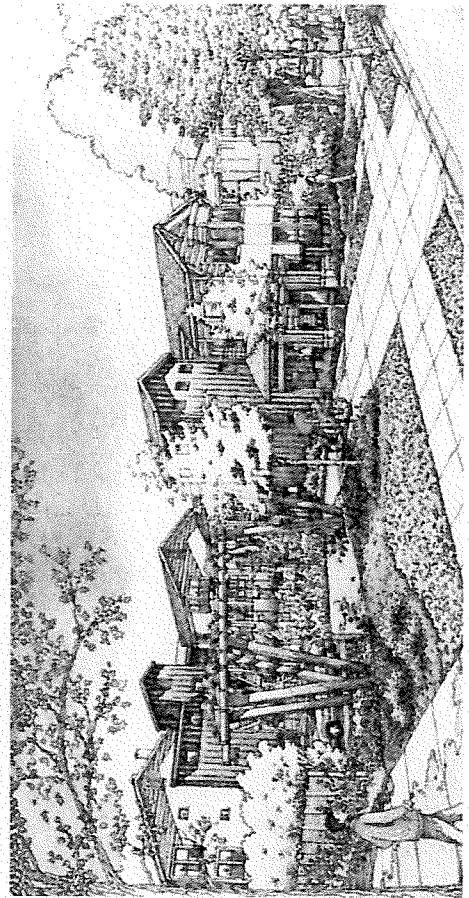
Property Description

2216 Lincoln Avenue will be a 19-unit apartment community for individuals with developmental disabilities who are interested in living independently. The property will have supportive services and dedicated experienced Property Management staff to help residents maintain their housing. It is located in the City of Alameda, between Oak and Walnut Streets, 2 blocks from the City's thriving Park Street commercial area. It is surrounded by a mix of uses, from single-family and apartment properties to small-scale commercial. Alameda's Public Library, City Hall and Police Department headquarters are all within 1/4 mile. The design of the apartment building will enhance and build upon Alameda's historic residential neighborhoods.

The property was originally occupied by a single-family home, and is currently a parking lot. There are a number of trees on the site of various species and a few additional trees overhanging onto the property from the neighbor's property.

What Kind of Names Are We Looking For?

We want your suggestions! Do you have a meaningful name or phrase that would capture the essence of what this property could be for its residents? Does its location or site features suggest a name? Do you simply have a name that is catchy? We want to hear your thoughts.



2216 Lincoln Avenue- Project Naming Suggestions

Named After Person

- Abe's Place
- Lincoln's Gardens¹
- Lincoln's Grove
- Bonville Place
- Jack Capon¹

Alameda-Based Names

- Lupine Lodge/ Village¹
- Linnet Lodge/ Village¹
- Island Gardens of Alameda
- Alameda Bay Gardens
- Bay Gardens
- Island Manor
- Park Street Manor
- The Manor
- Lincoln Manor
- Casa Alameda
- Island Village
- Lincoln Town Apartments
- Lincoln Independence Hall
- Lincoln Center Apartments
- Lincoln Center for Independent Living
- Lincoln Lodge/ Village³
- Encinal Independence
- Bay Living
- The Alamedians/ The Alamedans
- Alameda Shorelines
- Linoaks Square

Idealist Names

- Xanadu Apartments
- Utopia Apartments
- Dreamworks Apartments
- Dreamgate Apartments
- Home Sweet Home Apartments
- Freedom Manor²
- Freedom Village²
- Liberty Village²
- Liberty Junction

- Liberty Gardens
- Liberty Way Questmount
- Liberty Commons³
- Safehaven Residential Complex
- Freedom Square
- Freedom Commons
- Lifescape
- Lifeview
- Mi Posada
- La Vida
- Paradise Living
- Free 2 Live Independently
- Slice of Haven
- Castlewood
- Chance for Independence (CFI)
- Inspirational Society / Intellectual Society / Enlightenment Society / Intellectual Futures
- Serenity Place
- Green Haven
- Tranquility Gardens
- Emancipation Plaza

Satellite Housing-Based Names

- Satellite Island Terrace
- Satellite Sanctuary

General Names

- My Home
- My Space
- Living Large
- My Place
- Walnut Court
- Evergreen Vista
- The Thrivers
- Arbor Court
- Gump Apartments
- City Center Apartments

¹ Name came with history, narrative, background

² Submitted after the deadline

³ Multiple entries for this name



Alameda Unified School District
2200 Central Avenue, Alameda, CA 94501
510-769-7019 (510) 337-7018 fax
debbieo@pacbell.net

Mike Pucci, Executive Director
Housing Authority of the City of Alameda
701 Atlantic Avenue
Alameda, Ca. 94501

June 5, 2011

Executive Director Pucci,

On behalf of the City of Alameda Special Olympics organization, I am pleased and honored to present you with our recommendations for naming the new 2216 Lincoln Avenue residential complex in honor of our founder, Mr. Jack Capon.

Jack started the Special Olympics program in Alameda over 30 years ago, and through this program has inspired and motivated literally hundreds of youngsters, as well as their parents and guardians, siblings and other family members. Jack's innovative techniques touched the lives of countless individuals, in the SO program, in the Alameda Unified School system and around the world. He placed his indelible mark on this city and its citizens, and we are now positioned to bestow upon him a well-deserved honor by naming the new Lincoln Avenue complex after him.

In a polling of the entire Special Olympics community, numbering over 70 athletes, their families and over 50 coaches and other volunteers, we have identified the following recommendations for the new complex name. The overwhelming preference was:

Jack Capon Villa

It was felt that this name speaks to Jack's Italian heritage, and brings to mind an air of elegance in living. Jack's wife Barbara also favors this name.

Additional suggestions included:

Jack Capon Community because 'Jack created community, removed barriers'
Jack Capon Housing
Jack Capon Apartments

And, from one of Jack's older athletes:

Jack Capon Palace because 'Jack was like a king to us'

Kindest regards,

A handwritten signature in black ink, appearing to read "Debbie Oppenrud", written in a cursive style.

Debbie Oppenrud, Director

CC/CIC/HABOC
Exhibit 3 to
Agenda Item #4-A
07-05-11